

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (Original): A method of telephone call initiation through an on-line search, the method comprising

entering a search request into a search request display

transmitting the search request

receiving a search response responsive to the search request, the search response

including

at least one hit corresponding to the search request

an ad having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with a merchant phone number associated with the dial link and a user phone number

displaying the search response including the display portion of the dial link

recognizing activation of the dial link

generating a call trigger in accordance with the instructions in the search response, the call trigger for initiating a multi-leg phone call with the user phone number and the merchant phone number.

Claim 2 (Original): The method of telephone call initiation through an on-line search of claim 1 further comprising displaying a merchant page.

Claim 3 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the dial link includes a merchant identifier.

Claim 4 (Original): The method of telephone call initiation through an on-line search of claim 3 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 5 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the dial link includes a merchant phone number.

Claim 6 (Original): The method of telephone call initiation through an on-line search of claim 1, generating the call trigger further comprising sending a message to a billing system to charge the merchant for the user activating the dial link.

Claim 7 (Original): The method of telephone call initiation through an on-line search of claim 1 further comprising

activating a browser

pointing the browser to a search system

the browser receiving the search request display.

Claim 8 (Original): The method of telephone call initiation through an on-line search of claim 1 wherein the search response is a web page.

Claim 9 (Original): The method of telephone call initiation through an on-line search of claim 1 further comprising receiving a user phone number entered or selected from one or more previously entered phone numbers.

Claim 10 (Original): The method of telephone call initiation through an on-line search of claim 1, wherein activating the dial link comprises a pointing device clicking on the dial link.

Claim 11 (Original): A method of telephone call initiation through an on-line search, the method comprising

- receiving ad purchase data, the ad purchase data including an ad display condition, ad content information, a merchant on-line address and a merchant phone number

- receiving a search request from a search requester

- obtaining a search result in response to the search request

- preparing a search response including

- one or more displayable hits

- a displayable ad based upon the ad content information, the ad further having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

- instructions for triggering a multi-leg phone call with the merchant phone number and a user phone number

- transmitting the search response to the search requester.

Claim 12 (Original): The method of telephone call initiation through an on-line search of claim 11, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 13 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the search requester comprises a user at a client computer.

Claim 14 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the triggering instructions are included in the dial link.

Claim 15 (Original): The method of telephone call initiation through an on-line search of claim 14 wherein the triggering instructions include instructions for displaying a page at the merchant on-line address.

Claim 16 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the search response is a web page.

Claim 17 (Original): The method of telephone call initiation through an on-line search of claim 11 wherein the dial link includes a merchant identifier.

Claim 18 (Original): The method of telephone call initiation through an on-line search of claim 17 wherein the merchant identifier comprises the merchant phone number.

Claim 19 (Original): The method of telephone call initiation through an on-line search of claim 17 wherein the merchant identifier is associated with the merchant phone number.

Claim 20 (Original): The method of telephone call initiation through an on-line search of claim 11 further comprising sending a message to a billing system for charging for triggering the multi-leg phone call.

Claim 21 (Currently amended): An apparatus ~~Apparatus~~ for telephone call initiation through an on-line search comprising

- a user input device

- a display device

- a processor

- a memory

wherein the processor and the memory comprise circuits and software for

- entering a search request into a search request display

- transmitting the search request

- receiving a search response responsive to the search request, the search response

including

- at least one hit corresponding to the search request

- an ad having a dial link, the dial link having a display portion for

indicating availability of initiation of a phone call with a merchant associated with the dial link

- instructions for triggering a multi-leg phone call with a merchant phone

number associated with the dial link and a user phone number

- displaying the search response including the display portion of the dial link

recognizing activation of the dial link

generating a call trigger in accordance with the instructions in the search response, the call trigger for initiating a multi-leg phone call with the user phone number and the merchant phone number.

Claim 22 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the processor and the memory further comprise circuits and software for displaying a merchant page.

Claim 23 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the dial link includes a merchant identifier.

Claim 24 (Original): The apparatus for telephone call initiation through an on-line search of claim 23 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 25 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the dial link includes a merchant phone number.

Claim 26 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the processor and the memory further comprise circuits and software for sending a message to a billing system to charge the merchant for the user activating the dial link.

Claim 27 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, the processor and the memory further comprise circuits and software for

- activating a browser
- pointing the browser to a search system
- receiving the search request display in the browser.

Claim 28 (Original): The apparatus for telephone call initiation through an on-line search of claim 21 wherein the search response is a web page.

Claim 29 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the processor and the memory further comprise circuits and software for receiving a user phone number entered or selected from one or more previously entered phone numbers.

Claim 30 (Original): The apparatus for telephone call initiation through an on-line search of claim 21, wherein the circuits and software for activating the dial link recognize the user input device clicking on the dial link.

Claim 31 (Currently amended): ~~An apparatus~~ Apparatus for telephone call initiation through an on-line search comprising

- a user input device
- a display device
- a processor
- a memory

wherein the processor and the memory comprise circuits and software for

receiving ad purchase data, the ad purchase data including an ad display condition,  
ad content information, a merchant on-line address and a merchant phone number  
receiving a search request from a search requester  
obtaining a search result in response to the search request  
preparing a search response including  
one or more displayable hits  
a displayable ad based upon the ad content information, the ad further  
having a dial link, the dial link having a display portion for indicating availability of initiation of  
a phone call with a merchant associated with the dial link  
instructions for triggering a multi-leg phone call with the merchant phone  
number and a user phone number  
transmitting the search response to the search requester.

Claim 32 (Original): The apparatus for telephone call initiation through an on-line search of claim 31, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 33 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the search requester comprises a user at a client computer.

Claim 34 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the triggering instructions are included in the dial link.



Claim 35 (Original): The apparatus for telephone call initiation through an on-line search of claim 34 wherein the triggering instructions include instructions for displaying a page at the merchant on-line address.

Claim 36 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the search response is a web page.

Claim 37 (Original): The apparatus for telephone call initiation through an on-line search of claim 31 wherein the dial link includes a merchant identifier.

Claim 38 (Original): The apparatus for telephone call initiation through an on-line search of claim 37 wherein the merchant identifier comprises the merchant phone number.

Claim 39 (Original): The apparatus for telephone call initiation through an on-line search of claim 37 wherein the merchant identifier is associated with the merchant phone number.

Claim 40 (Original): The apparatus for telephone call initiation through an on-line search of claim 31, wherein the processor and the memory further comprise circuits and software for sending a message to a billing system for charging for triggering the multi-leg phone call.

Claim 41 (Original): A computer program product for telephone call initiation through an on-line search, the computer program product stored on a machine readable medium comprising computer software having instructions for causing a processor to

enter a search request into a search request display

transmit the search request

receive a search response responsive to the search request, the search response including

at least one hit corresponding to the search request

an ad having a dial link, the dial link having a display portion for indicating

availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with a merchant phone number

associated with the dial link and a user phone number

display the search response including the display portion of the dial link

recognize activation of the dial link

generate a call trigger in accordance with the instructions in the search response, the call

trigger for initiating a multi-leg phone call with the user phone number and the merchant phone

number.

Claim 42 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 further comprising computer software having instructions for causing the processor to display a merchant page.

Claim 43 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the dial link includes a merchant identifier.

Claim 44 (Original): The computer program product for telephone call initiation through an on-line search of claim 43 wherein the merchant identifier comprises a database key for retrieving a merchant phone number.

Claim 45 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the dial link includes a merchant phone number.

Claim 46 (Original): The computer program product for telephone call initiation through an on-line search of claim 41, wherein the instructions for causing the processor to generate the call trigger further comprise instructions for causing the processor to send a message to a billing system to charge the merchant for the user activating the dial link.

Claim 47 (Currently amended): The computer program product for telephone call initiation through an on-line search of claim 41, the computer software having instructions for causing the processor to  
activate a browser  
point the browser to a search system  
receive ~~receiving~~ the search request display in the browser.

Claim 48 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 wherein the search response is a web page.

Claim 49 (Original): The computer program product for telephone call initiation through an on-line search of claim 41 further comprising computer software having instructions for causing the

processor to receive a user phone number entered or selected from one or more previously entered phone numbers.

Claim 50 (Original): The computer program product for telephone call initiation through an on-line search of claim 41, wherein the instructions for causing the processor to activate the dial link comprise instructions for causing the processor to recognize a pointing device clicking on the dial link.

Claim 51 (Currently amended): A computer program product for telephone call initiation through an on-line search, the computer program product stored on a machine readable medium comprising computer software having instructions ~~for causing a processor to~~ which when executed cause a computing device to perform actions comprising

receiving ad purchase data, the ad purchase data including an ad display condition, ad content information, a merchant on-line address and a merchant phone number

receiving a search request from a search requester

obtaining a search result in response to the search request

preparing a search response including

one or more displayable hits

a displayable ad based upon the ad content information, the ad further having a dial link, the dial link having a display portion for indicating availability of initiation of a phone call with a merchant associated with the dial link

instructions for triggering a multi-leg phone call with the merchant phone number and a user phone number

transmitting the search response to the search requester.

Claim 52 (Original): The computer program product for telephone call initiation through an on-line search of claim 51, wherein the ad display condition includes at least one of key words, strings, concepts, URLs, portions of URLs.

Claim 53 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the search requester comprises a user at a client computer.

Claim 54 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the triggering instructions are included in the dial link.

Claim 55 (Original): The computer program product for telephone call initiation through an on-line search of claim 54 wherein the triggering instructions include instructions for displaying a page at the merchant on-line address.

Claim 56 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the search response is a web page.

Claim 57 (Original): The computer program product for telephone call initiation through an on-line search of claim 51 wherein the dial link includes a merchant identifier.

Claim 58 (Original): The computer program product for telephone call initiation through an on-line search of claim 57 wherein the merchant identifier comprises the merchant phone number.

Claim 59 (Original): The computer program product for telephone call initiation through an on-line search of claim 57 wherein the merchant identifier is associated with the merchant phone number.

Claim 60 (Currently amended): The computer program product for telephone call initiation through an on-line search of claim 51 further comprising computer software having instructions ~~for causing~~ which when executed cause the processor computing device to send a message to a billing system for charging for triggering the multi-leg phone call.

Claim 61 (Previously canceled)

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**Amendments to the Drawings:**

A replacement drawing and an annotated drawing of Figure 2 are enclosed in the Appendix.  
The word “reeseponse” in block 255 of Figure 2 has been modified to “response”.